

**126th MEETING OF THE NATIONAL CANCER ADVISORY BOARD (NCAB)
MEETING OF THE AD HOC SUBCOMMITTEE ON COMMUNICATIONS**

September 9, 2003
3:45 p.m.– 4:30 p.m.

Welcome—Dr. Susan Love

Dr. Susan Love, Clinical Professor, Department of Surgery, David Geffen School of Medicine, chaired the meeting of the Ad Hoc Subcommittee on Communications. Dr. Love noted that the Subcommittee, which last met 2 years ago, had been convened to discuss the upcoming recompetition of the Cancer Information Service (CIS) and the concerns about it that had been discussed at the June 10, 2003, NCAB Meeting.

CIS Update

Staff members of the National Cancer Institute (NCI) Research Contracts Branch provided the members with an overview of the status of the CIS recompetition effort. Since the June 10 NCAB Meeting, consideration was given to the comments that had been solicited earlier in the summer on the CIS concept, and the staff expect that the draft Statement of Work (SOW) will be released in the next few weeks. The contract period for this RFP will be October 2004 to October 2009. Under the new contract, there will be 15 regional contracts (there are currently 14, most of which are with cancer centers), and the latest technology will be applied to consolidating the telephone service centers into four “hub” Coordinating Centers (there currently are telephone centers at each of the 14 regional CIS contracts). Services provided by the Coordinating Centers will include providing technical assistance to regional offices within the Hub, including cancer content, training, research implementation, and meeting support to contractors in the cluster. In addition, the Contact Center that operates within the Coordinating Center will provide of cancer information through a toll-free number, a smoking quit line (available from 9:00 a.m. to 8:00 p.m.) and real-time responses to persons who click on a “live help” icon on the NCI Web Site (available from 8:00 a.m. to 6:30 p.m.). Of the four Coordinating Centers, one will serve the Spanish-speaking population and one will support an e-mail function.

Discussion

The members of the Subcommittee discussed the following points:

- The smoking quit line should be available 24 hours a day, 7 days a week.
- Removing the call center function from some cancer centers can be expected to have a negative impact on the synergistic relationships between training,

partnership, and other center activities that have been enhanced by face-to-face contacts.

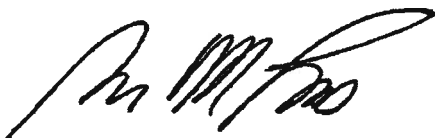
- The cancer centers should be notified about what is on the horizon so that they can anticipate and prepare for what is coming.
- There should be more than one Spanish Coordinating Center, and consideration should be given to providing Spanish-speaking audiences with a separate telephone number.
- The Spanish-speaking population does not know about the CIS, and an intensive Spanish radio/television publicity campaign is needed to address this problem. NCI is currently working with a Spanish television show on a novella that features a woman with cancer and lists the CIS telephone number. Institute staff would appreciate receiving Subcommittee input on venues, key Spanish organizations to work with, and ideas for promoting the CIS telephone number.
- The NCAB should consider recommending that the CIS receive additional funds to support communications outreach activities.

The members of the Subcommittee concurred that, as a next step, they would like to see a comprehensive CIS communications plan to promote the CIS and that its capabilities plan should include marketing strategies, partnership strategies, and other outreach strategies to increase the number of calls. Partners' participation components should include:

- Action steps
- Information on what will be done to promote the CIS among Spanish-speaking populations
- Areas for research
- Costs.

The Subcommittee members asked that NCI staff members to develop a marketing/action plan and e-mail the draft plan to them for review in advance of the December 1-3, 2003, NCAB Meeting.

The meeting was adjourned at 4:30 p.m.



Dr. Susan Love
Chair

Date 9-10-03



Nelvis Castro
Executive Secretary

Date 9-10-03